

DRAFT

The following policy language and land use map will be added to the Revised General Plan as a specific plan for the Arcola Area/Route 50 Corridor. Other policies of the Comprehensive Plan will apply as appropriate.

Recommendations from the Board of Supervisors' September 25, 2006 Committee of the Whole Worksession are highlighted in yellow. Board recommendations from the October 3, 2006 Business Meeting are highlighted in orange. Staff recommendations are highlighted in blue. Green, double strike-through text at the end of this document is to be deleted from the Revised General Plan, Chapter 4, Policy 11, pg. 4-9, and CPAM 1996-0001, Countywide Retail Policy Plan Amendment (Retail Plan).

Arcola Area/Route 50 Corridor Plan

INTRODUCTION

The following policies and Arcola Area/Route 50 Land Use Map are intended to implement the recommendations of the Route 50 Task Force. The Route 50 Task Force, consisting of members from various organizations including the County's Economic Development Commission, the Loudoun Convention and Visitors Association, the Metropolitan Washington Airports Authority, property owners, area residents, developers and representatives of heritage and cultural resources groups, was formed to address land use and transportation issues along the Route 50 corridor and make recommendations that would help create an attractive gateway to Loudoun County. This gateway is intended to recognize and strengthen the area's heritage and cultural resources, promote economic development and tourism, and contain development, transportation, and infrastructure improvements that are tailored to the unique and pressing needs of the area. The Route 50 Task Force submitted their Final Report to the Board of Supervisors on July 19, 2005.

The Route 50 corridor is planned for a modified Business and modified Industrial Community. The policies guiding the Business and Industrial Communities in the Route 50 Corridor are intended to be supplemental to the policies governing Business and Industrial Communities countywide.

General Policies

1. The County anticipates the development of ~~h~~Business and ~~i~~Industrial communities in the Route 50 corridor.
2. Destination retail uses are limited to a portion of the planned Business area on the north side of the Route 50 corridor except as permitted in hybrid retail centers (See Arcola Area/Route 50 Corridor Planned Land Use Map).
3. The County anticipates the revitalization of the Village of Arcola through a mix of uses that will function as an alternative shopping and working environment to the

nearby planned Business uses. ~~{New residential uses within the Village of Arcola and the Village pPerimeter tTransition aArea are permissible.}~~

4. While the County will seek to maintain the viability of existing industries within the Village of Arcola and Village Perimeter Transition Area, new industrial uses requiring outside material, ~~or~~ equipment storage, ~~or involving~~ heavy equipment repair, and similar activities will be located outside the Village of Arcola and Village Perimeter Transition Area.
5. The County envisions a Village Perimeter Transition Area surrounding the Village of Arcola that provides ~~for~~ a transition between the smaller scale uses and compact pedestrian-friendly design of the Village and the large footprint retail and employment uses nearby.
6. The Arcola Area/Route 50 Corridor Planned Land Use Map provides additional direction for the transportation network within the corridor. Final alignments may be adjusted through the development review process provided the function and capacity of the system is not reduced.
7. New development will achieve and maintain acceptable levels of transportation service by completing the planned road network and supporting alternative transportation modes. It is anticipated that new road and transportation proffers will be provided in the initial phases of new developments.
8. The County supports the creation of a mixed-use business zoning district as a means to implement the policies of the Arcola Area/Route 50 Corridor Plan.
9. The County does not support residential uses at a maximum of above three stories in height.
10. All development proposals will conform to the Route 50 Entrance Gateway Guidelines.¹

Architectural Design Policies

1. The County shall develop general design guidelines to support architectural consistency throughout the corridor area ~~that to promotes~~ a sense of place and ~~provides for~~ attractive areas for businesses and tourism opportunities.
2. The County shall encourage the submission of that architectural guidelines ~~be developed by the developer~~ for all new developments.

¹ Should apply to all developments within the Route 50 corridor (See Hybrid Retail Center Policy 3).

3. The County recommends the establishment of a Route 50 Architectural Review Advisory Board or Committee as part of the Route 50 Task Force to assist in developing and refining architectural guidelines for the Route 50 corridor.
4. The County will consider incentives for property owners to upgrade their buildings by incorporating recommended architectural treatments and features through the development of a Route 50 corridor improvement fund.

Landscaping Policies

1. To provide for an aesthetically pleasing corridor, all properties along Route 50 will be developed with a unified and aesthetic treatment of setbacks and landscaping consistent with the landscaping guidelines established as a result of the Route 50 Task Force Report.
2. The County will consider providing incentives for property owners to upgrade their landscaping and/or provide landscaping easements on portions of their property for plantings by others. Incentives shall include but not be limited to:
 - Crediting landscape easements as open space for the purposes of meeting the land use mix Plan open space recommendations.
 - Establishing a Route 50 corridor improvement fund, created by open space proffer contributions, to facilitate planting in of areas that need assistance in upgrading or installing landscaping.
 - ~~Creating incentives for landscaping contractors and maintenance contractors who are interested in performing work associated with the Route 50 landscaping upgrades and maintenance.~~

Economic Development Policies

1. The County encourages an economic development focus within the Route 50 corridor to include offices, light industrial, industrial, retail and other tourism-related opportunities (such as, restaurants, and hotel accommodations).
2. Regional Office and Light Industrial communities will be the predominant component of Business areas. Development proposals will develop with office and/or light industrial uses to ensure the County attains the employment land uses envisioned for Business Communities.
3. The County encourages a Fiber-to-the-Premise infrastructure for developments that provide County residents with a “bundled” offering of services: internet, cable, and telephone service.

4. The County encourages higher Floor Area Ratios (FARs) for proposed non-residential development to ensure that land situated along Route 50 will build out to its full potential. The County discourages development of one-story buildings, which could limit the future build-out potential, resulting in a loss of employment base and tax revenue.
5. The County will promote through its Economic Development Commission properties within the corridor to businesses seeking to enter or expand within the County.
6. The County supports the development of a cultural destination site at the Slave Quarters site in the Arcola area. The County envisions an expanded civic area along Route 606 Extended and Hutchison Drive to include cultural uses and the Slave Quarters site. County staff will coordinate with the Loudoun County Visitors Association (LCVA) when considering new development in this area.

Transportation Policies

1. Transportation improvements are to include a consolidation and reduction of access points along Route 50, upgraded interchanges, the development of north and south “collector” roads, and the realignment of future roadways.
2. To ensure a coordinated and efficient transportation system within the Route 50 corridor, the County recommends extensive cooperation among County transportation officials, Fairfax County, the Virginia Department of Transportation, Metropolitan Washington Airports Authority, and Route 50 corridor property owners.
3. The County recommends specific-general alignments for the north collector road, portions of Tall Cedars Parkway and Defender Drive, Route 606 Extended (the west spine road) and existing Route 659 as shown on the Arcola Area/Route 50 Corridor Planned Land Use Map.
4. Right-of-way for the ultimate road section for Route 50 must be provided as each new development application for frontage properties is processed.
5. The County supports the development of alternative forms of transportation in the corridor such as mass transportation transit and ; bicycle and pedestrian facilities travelways.

BUSINESS COMMUNITY

The County envisions a mix of uses in the modified Business area. While the predominant use is office and/or light industrial the area may also feature housing and/or commercial/retail uses with the exception of those areas designated Destination Retail Overlay and Hybrid Retail Center, which are prohibited by policy from having a

residential component. The County may support additional commercial retail and services uses within the modified Business area when specific criteria is met. In addition, all of the uses will have a component of public/civic uses and parks and open space. Policies guiding retail development can also be found in the *Countywide Retail Plan* amendment.

Business Community Policies

General Policies

1. In the Route 50 Corridor, areas designated Business Community shall be subject to the policies and land use mix ratios of Chapter 6 of the *Revised General Plan* except as modified or supplemented below.
2. In order to address the deficit of retail uses as well as the potential for tourism in the Route 50 corridor, the County will consider commercial retail and service uses in the Business Community within the Route 50 corridor that exceeds the 10 percent retail maximum recommended in the Business Community policies of Chapter 6 of the *Revised General Plan*. The County will use the following criteria to evaluate proposals for increased retail uses in the Route 50 corridor:
 - a. The retail use provides the goods and services needed by local employment and residential communities and/or supports the development of tourism in the Route 50 corridor;
 - b. The retail use is compatible with and can illustrate a coordinated design, transportation connection or other relationship with the surrounding communities that exist or have been approved;
 - c. The retail use does not access Route 50 directly;
 - d. The proposal provides appropriate and adequate transportation infrastructure; and
 - e. The proposal conforms with policies in the *Retail Plan* to the *Route 50 Entrance Gateway Guidelines*.
3. Proposals to rezone properties to provide residential development north of Route 50 will be evaluated according to how the proposed development integrates and supports the surrounding non-residential uses, minimizes conflicts with Dulles Airport operations and noise, provides or has convenient access to residential services and amenities, and mitigates transportation impacts. For Business Community parcels adjoining the noise contours, including those within the Village and Village Perimeter *Transition Area*, integrated uses shall be encouraged (such as but not limited to using utilizing "Main Street," live/work, or office over retail designs).

Structured parking is also encouraged. For Business Community parcels with Route 50 frontage, residential rear elevations shall not face Route 50.

4. ~~For the area north of Rt. 50, west of Loudoun County Parkway and east of Rt. 606 Relocated, new residential development will not be permitted outside the Village of Arcola and the Village Perimeter Transition Area. New residential development will be permitted inside the Village of Arcola and the Village Perimeter Transition Area where it is outside the 65 Ldn noise contour.~~

4. While the business community policies may allow residential densities to be calculated based on land area impacted by noise contours, and while no residential units may be located in the 65 Ldn, all residential proposals for the area immediately north of Route 50 will be limited to 16 units per acre on the land area occupied by residential use.

INDUSTRIAL COMMUNITY

Industrial uses north of Route 50 are intended to accommodate the continued expansion of the Chantilly Crushed Stone Quarry as well as attract airport-related and airport-compatible development. The County may support additional commercial retail and services uses within this area when specific criteria are met.

General Industrial Policies

1. In the Route 50 Corridor, areas designated General Industrial shall be subject to the policies and land use mix ratios of Chapter 6 Industrial Community policies of the Revised General Plan except as modified or supplemented below.
2. The County will consider additional commercial retail and service uses in General Industrial developments within the Route 50 corridor that exceed the specified land use mix. The County will use the following criteria to evaluate proposals for increased retail uses in General Industrial areas:
 - a. The retail use provides the goods and services needed by local employment and/or supports the development of tourism in the Route 50 corridor;
 - b. The retail use is compatible with the surrounding Industrial communities that exist or have been approved/proposed;
 - c. The retail use does not access Route 50 directly;
 - d. The proposal provides appropriate and adequate transportation infrastructure; and

- e. The proposal conforms with policies in the Retail Plan and the Route 50 Entrance Gateway Guidelines.
3. The County will support industrial uses as the preferred use in designated Industrial Communities. Proposed uses shall ensure that their development does not jeopardize the viability of existing industries.
4. The County will protect the Chantilly Crushed Stone Quarry from incompatible neighboring uses by ensuring that encroaching new development does not hinder the operation of the quarry.

Hybrid Retail Center Policies

1. The County supports the development of retail uses in Dulles South that provide for convenience and routine shopping needs, generally defined as Service-Based Retail, and also ~~that~~ provide some comparative and specialty goods, generally found in Destination Retail centers. A hybrid retail center ~~type~~, can be developed north and south of the Route 50 corridor in the area designated Hybrid Retail Center Overlay on the Arcola Area/Route 50 Land Use Map. The County anticipates that other uses (such as office, light industrial, and civic uses) will also develop in the area designated for Hybrid Retail centers.
2. The Hybrid Retail Center may provide for convenience goods (such as food, pharmaceuticals ~~drugs~~), personal services (such as cleaners, banking), and a variety of merchandise (such as apparel, hardware, appliances). The Hybrid Retail center may include variety stores, discount and junior department stores, and off-price stores.
3. Hybrid Retail centers (generally 250,000 to 450,000 sq. ft.) will be permitted to develop fronting the Route 50 parallel roads in the designated area. ~~These centers will be permitted interim direct access to Route 50, but will ultimately have access from the planned parallel roads, at which time, direct access to Route 50 will be terminated.~~ The proposal will conform to the Route 50 Entrance Gateway Guidelines.
4. The County will seek to limit strip retail development in the Route 50 corridor by encouraging the consolidation of CLI properties with other properties to encourage coordinated development with minimal access points.

VILLAGE OF ARCOLA AND VILLAGE PERIMETER TRANSITION AREA

The County supports the revitalization of the Village of Arcola and the development of a Village Perimeter Transition Area. The County envisions a mixture of uses in the Village of Arcola and Village Perimeter Transition Area to consist of small scale retail

and employment uses (office and light industrial), institutional uses, residential outside of the 65 Ldn noise contour, and public and civic uses.

The Village of Arcola and Village Perimeter Transition Area

General Policies

1. The County supports the revitalization of the Village of Arcola, including and the development of a Village Perimeter Transition Area surrounding the Village that will protect the Village from larger scale, higher intensity development.
2. The Village of Arcola and Village Perimeter Transition Area will function as an alternative shopping and working environment to the destination retail and large-scale employment uses proposed planned to the east. New development in the Village of Arcola and Village Perimeter Transition Area will be evaluated by its contribution to achieving the following objectives:
 - a. A mix of land uses including residential dwellings, retail, office, institutional uses, public facilities, parks, playgrounds and other uses offering goods and services to surrounding neighborhoods;
 - b. Preservation and adaptive reuse of existing buildings where such buildings contribute to the historic character of the community;
 - c. A pattern of development that emulates the existing Village of Arcola lot pattern with smaller buildings in the Village of Arcola area and larger footprint development locating in the Village Perimeter Transition Area closer to the Business Community areas to the east, buildings oriented to the street encouraging pedestrian activity, and using architectural design, materials, color, signage and lighting to establish and maintain a unified village design concept;
 - d. A mix of open space to include active, passive and natural open space areas, with particular emphasis on preserving mature vegetation and using features such as floodplains and hedgerows to buffer and separate different uses;
 - e. A range of community civic uses including churches, community centers, libraries and cultural attractions; and
 - f. Recreational opportunities and open space; and,
 - g. Numerous Safe and convenient walkways and streets connecting the Village of Arcola and Village Perimeter Transition Area to the surrounding areas.
3. New development in the Village of Arcola and Village Perimeter Transition Area will be evaluated on its compatibility with surrounding uses, availability of adequate roads, services and infrastructure, relationship to existing cultural and environmental

resources, contribution to the village land use pattern and conformance with the village design objectives.

4. To protect and enhance the character and cultural importance of the historically significant areas in the Village of Arcola and the Village Perimeter Transition Area, the County, along with the local community shall work towards the shall work with the local community towards the designation of County Historic and Cultural Conservation Districts to protect resources such as the Slave Quarters and the Arcola Methodist Church.
5. Retail and office proposals will combine open and civic space in features such as pedestrian promenades and plazas, public art, entrance features, linear parks and trails, outdoor seating, lawns and greens and similar design features that invite pedestrian activity.
6. For individual uses, landscaped open space will frame pedestrian spaces and walkways, courtyards, front yards and street frontage.
7. The County supports reduced parking standards, shared parking and remote parking in the Village of Arcola and Village Perimeter Transition Area.

Retail Development Policies

1. Retail development within the Village of Arcola and Village Perimeter Transition Area will establish and maintain a pedestrian scale, walkable shopping experience offering such features as entrances immediately adjacent to sidewalks, pedestrian amenities, outdoor eating areas, screened parking, on-street parking, parks and playgrounds and a variety of impulse, specialty outlets and services.
2. Retail and flex industrial uses requiring building footprints larger than 10,000 square feet or heights greater than three stories should locate outside the Village of Arcola, but may locate within the Village Perimeter Transition Area when such uses are similar in scale to adjacent uses or sufficiently buffered from adjacent uses to screen the difference in scale or design. Buildings requiring heights greater than three stories should locate outside of the Village of Arcola and Village Perimeter Transition Area.
3. Retail buildings uses within the Village of Arcola and Village Perimeter Transition Area will use architectural features, materials, color, building scale, landscaping and other means to create a common design theme within the Village of Arcola and Village Perimeter Transition Area and will reduce the potential impact of building size, exterior cladding of the building, signs, parking and other features. Pedestrian and vehicular circulation systems in and around the retail uses will form a safe and convenient network. Outdoor lighting and signs will be small and low profile to reflect the pedestrian nature of the community.

4. Retail buildings offering residential or office uses on upper floors are encouraged in the Village of Arcola and Village Perimeter Transition Area. Second story uses shall not be credited against density limits for planning purposes.
5. New automobile-oriented retail uses such as building supply; nursery operations; auto dealers; truck terminals; warehousing; service stations; furniture stores; drive-through restaurants and drive-through banks will not be permitted in the Village of Arcola or Village Perimeter Transition Area.
6. Where possible, and in coordination with VDOT, the County will credit on-street parking adjacent to a commercial use towards meeting parking requirements in the Village of Arcola and Village Perimeter Transition Area.
7. To maintain the integrity of an established streetscape or lot pattern and to minimize parking lot frontage along streets within the Village of Arcola or Village Perimeter Transition Area, parking lots more than 70 feet wide will be placed to the rear of buildings or will be separated from the street by a landscaped park/buffer designed to function as a public space.

Employment Use Policies

1. Offices and flex industrial uses requiring building footprints larger than 10,000 square feet or heights greater than three stories should locate outside the Village of Arcola, but may locate within the Village Perimeter Transition Area when such uses are similar in scale to adjacent uses. Larger uses will otherwise comply with Village policies. Buildings requiring heights greater than three stories should locate outside of the Village of Arcola and Village Perimeter Transition Area.
2. In evaluating proposed employment uses, the following will be considered:
 - a. The compatibility of the proposal with adjacent uses in terms of scale, operational activities (parking, loading, noise, odor...), signs, and other associated features;
 - b. The available capacity of utilities and roads and safe and convenient pedestrian linkages to residential and retail uses in the Village;
 - c. The potential fiscal and environmental impacts of the proposal;
 - d. The relationship of the proposed use to the Village land use and design policies; and
 - e. Other matters that may determine how the proposal relates to County policy.

3. Two and three story buildings, particularly those that provide a mixture of uses,¹ are encouraged in the Village of Arcola and Village Perimeter Transition Area.
4. ~~While the County will seek to maintain the viability of existing industries within the Village and Village Perimeter Transition Area, new industrial uses requiring outside material or equipment storage or involving heavy equipment repair and similar activities will be located outside the Village and Village Perimeter Transition Areas.²~~

Residential Development Policies

1. The County may permit residential rezoning at densities up to 4.0 dwelling units per acre in the Village of Arcola and ~~in the~~ Village Perimeter Transition Area depending upon the availability of utilities, transportation infrastructure, public facilities, participation in open-space preservation efforts, and compatibility with surrounding uses. All residential proposals will offer convenient and safe access to surrounding recreation, retail and employment uses.
2. Residential development above first floor retail or employment uses is strongly encouraged in the Village of Arcola and Village Perimeter Transition Area and shall not be calculated towards the planned residential density of a project.
3. The County supports residential uses at a maximum of three stories in height.

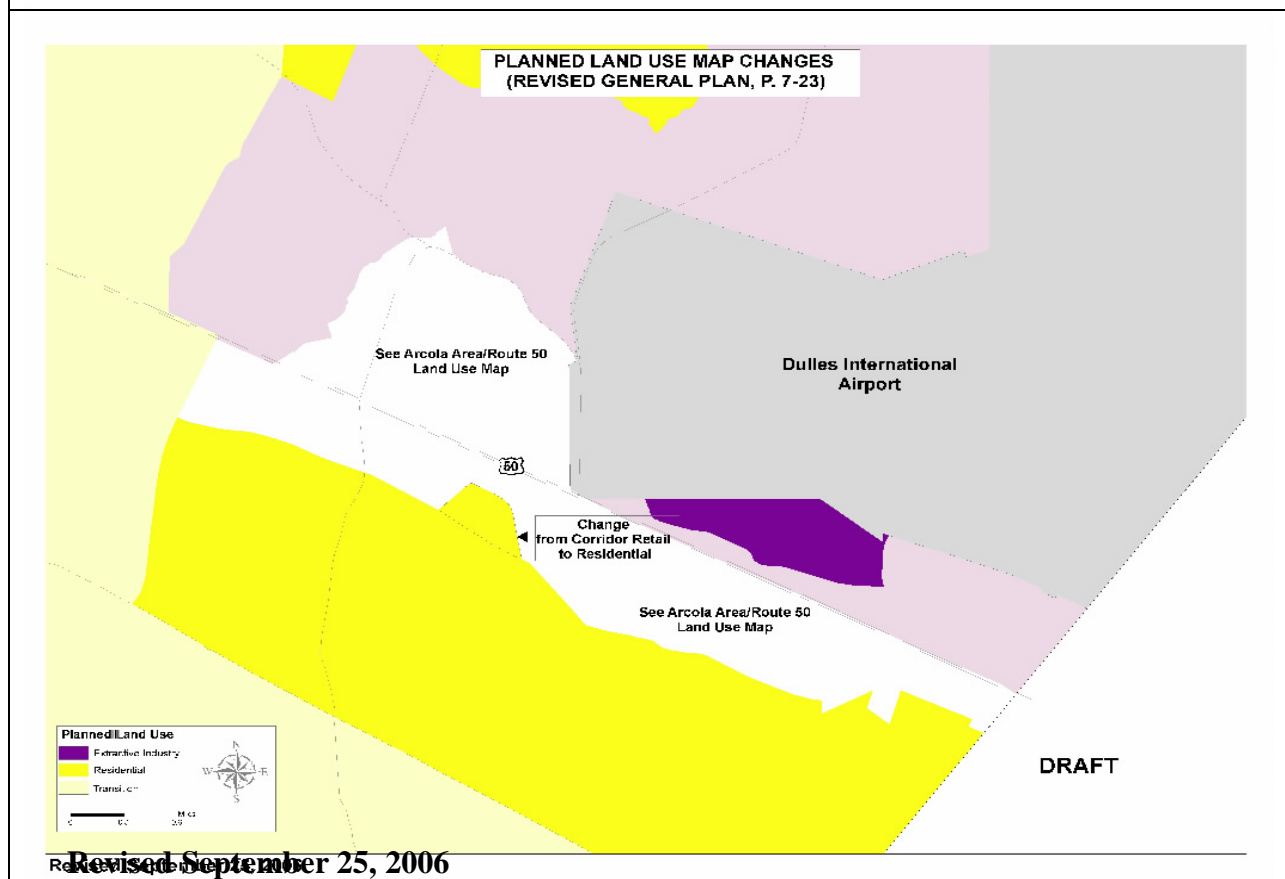
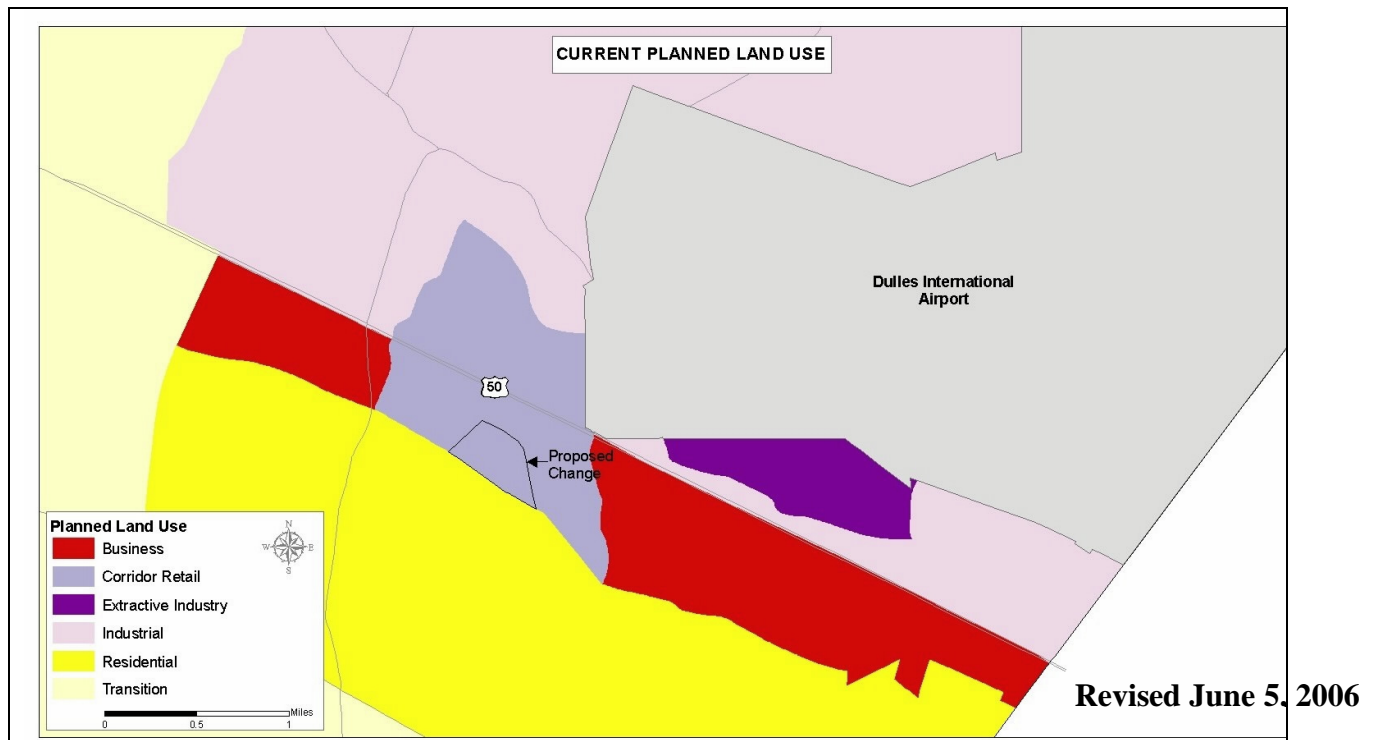
UNMET HOUSING NEEDS

1. The County encourages a variety of housing types and innovative designs to be developed in mixed-use communities to assist fulfilling unmet housing needs.
2. The County will identify options for unmet housing needs in the Arcola Area not covered by the ADU zoning ordinance and work toward an implementation plan.
3. Developers of residential and mixed-use projects are encouraged to include proffers to fulfill unmet housing needs in their development proposals.
4. The County will explore options for the creation of programs, tools and incentives both publicly and privately developed that will fulfill unmet housing needs.
5. The County will examine the authority to establish and use the benefits of Housing Trust Funds to help fulfill unmet housing needs.
6. The County will encourage public and private initiatives to provide increased housing opportunities for residents and the local workforce. Both programmatic and design approaches will be encouraged in all projects to fulfill unmet housing needs.
7. Housing that is developed to fulfill unmet housing needs should be located near employment opportunities, community services and amenities.

² Redundant policy (See General Policy 4).

The following definition is to be added to the Glossary:

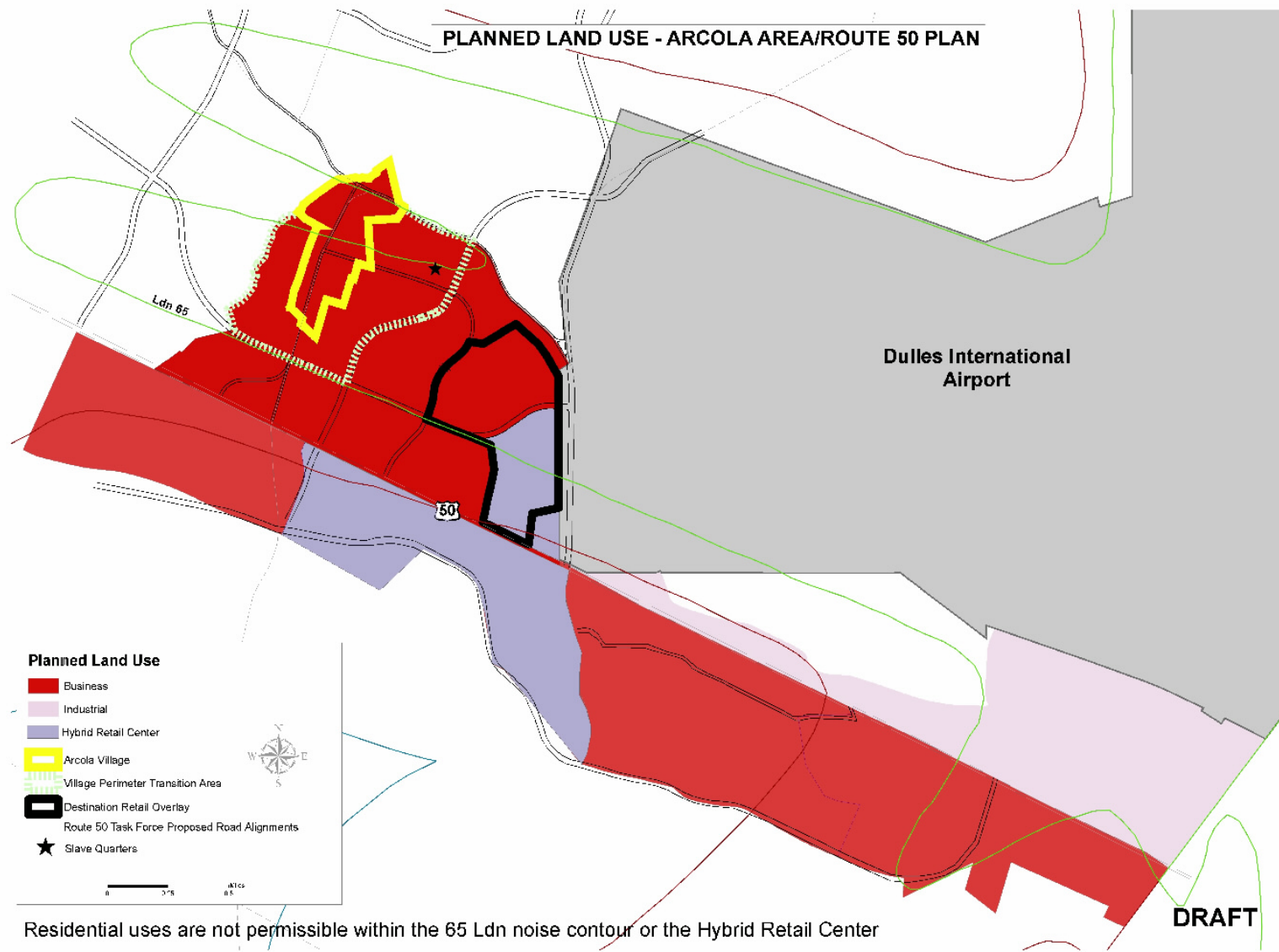
Hybrid Retail Center: A type of retail center that is found in the Arcola Area/Route 50 corridor that provides for convenience and routine shopping needs, generally defined as Service-Based Retail, as well as some comparative and speciality goods, generally found in Destination Retail centers.



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CPAM 2005-0007, Arcola Area/Route 50 Comprehensive Plan Amendment
Board of Supervisors Proposed Policies
Revised October 3, 2006



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The following policies to be deleted from the Revised General Plan, Chapter 4, Policy 11, pg. 4-9.

~~11. All land proximate to the airport and in the noise zones will be planned for industrial and other non-residential development.~~

The following policies to be deleted from CPAM 1996-0001, Countywide Retail Policy Plan Amendment; pgs. 11-13.

~~The Route 50 Corridor~~

- ~~1. The County supports the development of retail uses in Dulles South that provide for convenience and routine shopping needs, generally defined as Service Based Retail, and also that provide some comparative and specialty goods, generally found in Destination Retail centers. A hybrid retail center type, called a Corridor Retail center, can be developed in the Route 50 corridor. Up to 2,000,000 sq. ft. of Corridor Retail uses can be developed in the area designated for such uses.~~
- ~~2. The Corridor Retail center may provide for convenience goods (such as food, drugs), personal services (such as cleaners, banking), and a variety of merchandise (such as apparel, hardware, appliances). The Corridor Retail center may include variety stores, discount and junior department stores, and off price stores.~~
- ~~3. The area designated for Corridor Retail centers extends east from the planned west spine road to the Route 606 intersection, and between the planned north and south parallel collector roads as located in the Countywide Transportation Plan. (See Map, p. 24)~~
- ~~4. Corridor Retail centers (generally 250,000 to 450,000 sq. ft.) will be permitted to develop fronting the Route 50 parallel roads in the designated area. These centers will be permitted interim direct access to Route 50, but will ultimately have access from the planned parallel roads, at which time, direct access to Route 50 will be terminated. These centers will include a 300' open space easement along Route 50.~~
- ~~5. The County will consider the development of a large Corridor Retail center up to 1,000,000 sq. ft. fronting the parallel roads subject to conformance with the following criteria:~~
 - ~~a. Detrimental impacts on adjoining residential and mixed use communities are mitigated through such measures as landscaping, buffering, setbacks;~~
 - ~~b. Existing CLI frontage is consolidated and adjacent CLI properties are provided with interparcel access;~~

- ~~c. No direct access to a principal arterial will be permitted. Access will be provided via major or minor collector roads or minor arterials;~~
 - ~~d. A minimum of two ingress and egress access points with two in-out bound lanes will be required. Additional access points may be required depending on the size of the proposed Corridor Retail center;~~
 - ~~e. Transportation impacts attributable to the proposed use need to be mitigated;~~
 - ~~f. A 300' open space easement is established at the rear of the center to front Route 50;~~
 - ~~g. The proposed center meets the Retail CPAM Design Guidelines;~~
 - ~~h. A unified sign program integral to the overall shopping center design is provided.~~
- ~~6. Single tenant, individual, freestanding stores (larger than 50,000 sq. ft.) may also develop in Corridor Retail centers, subject to the Freestanding Retail policies included in the Retail CPAM. The Zoning Ordinance will be amended to provide for such uses in retail centers by special exception.~~
- ~~7. The Dulles South Area Management Plan (DSAMP) envisions the development of a "downtown" for Dulles South, described in the plan as a Regional Hub. The County anticipates that other uses (such as office, light industrial, civic uses) will develop in the area designated for Corridor Retail centers (as described in the DSAMP Regional Hub land use matrix) to achieve the downtown envisioned by the County.~~
- ~~8. The County will seek to limit strip retail development in the Route 50 corridor by encouraging the consolidation of CLI properties with other properties to encourage coordinated development with minimal access points.~~
- ~~9. For Corridor and Community Retail Center applications, provisions should be made for construction of the planned parallel roads adjacent to Route 50 on site and off site with transportation impacts attributable to the site mitigated. These parallel roads should adequately disperse traffic and provide access between planned and existing roads~~

